



Customer insights-Retail

Using Wipro's Data
Discovery Platform



Marketers need to generate quick insights by harnessing customer, transactional and digital data generated from various sources including point-of-sale systems, mobile devices, and social platforms, to make informed decisions in today's connect world. Wipro's Customer Insights solution provides a comprehensive suite of insights and advanced analytics that provide a better understanding of customers and enables improved decision-making for customer interactions with retail and CPG firms.



Persona-based insights with actionable recommendations and alerts for improved decision-making.



Insights to better understand and react to customer life cycle stages.

An integrated proposition
to address all the
objectives of
customer analytics

Key features



Packaged descriptive, predictive and prescriptive domain agnostic algorithms sit on top of a best-practices-backed customer data model.



Best-in-class analytics techniques and methods can uncover real time deeper insights interconnected across the customer life cycle.



Pre-built data models to achieve single view of data by harmonizing structured and unstructured data.



Data Discovery Platform architecture provides an integrated platform to capture and manage data to generate pertinent insights through advanced analytics, offering price, performance and time benefits.



Insights mapped to enable buyer needs.

Key benefits

Addresses customer engagement themes including



Know your customer.



Effective engagement.



Target for results.



Right product channel and price.



Drive retention.

Supports achievement of customer engagement themes



Understand purchase behavior.



Analyze and create effective campaign.



Enhance brand loyalty.



Increase cross-sell and up-sell opportunities.



Improve customer loyalty.



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Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its

comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 175,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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